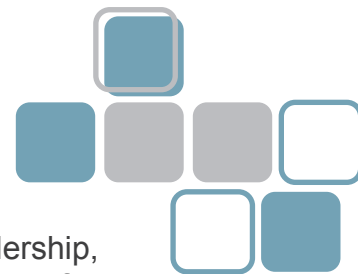Houston's Leading Automotive Dealership I.T. Department

5 WAYS YOUR I.T. IS HOLDING
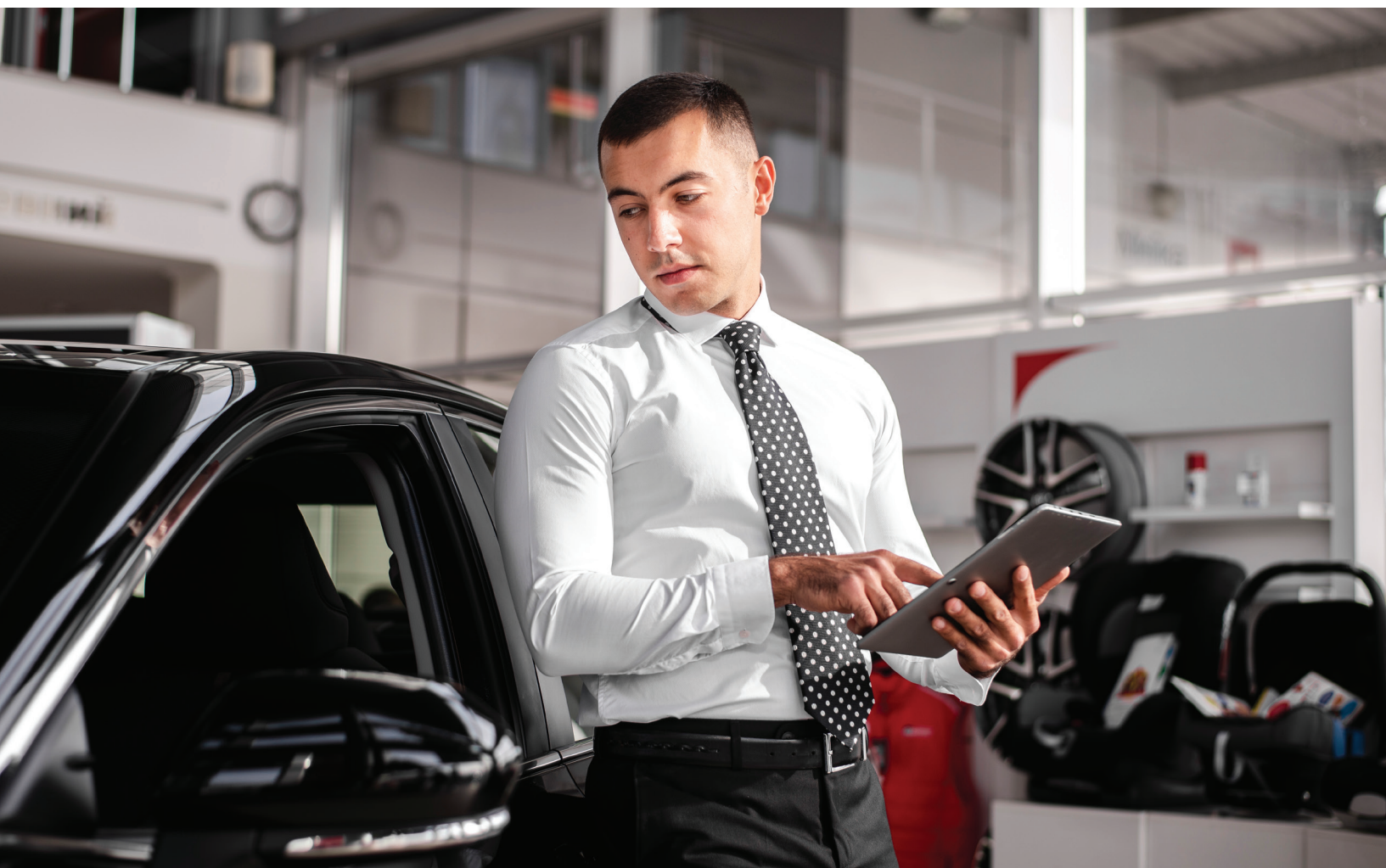## YOUR DEALERSHIP BACK

INTRODUCTION

At Northrock Technical Services, we know that when the technology fails at a dealership, potential sales can quickly become lost leads at the drop of a hat. We know the cost of I.T. may seem like an expense with no return, but time spent managing I.T. in-house is time not spent with a potential customer. We want you to focus on closing deals and servicing vehicles, not wondering what wire went, well, haywire!

For today's dealerships, technology is absolutely necessary to function, but when implemented the right way, it can also:

- Drive sales
- Increase customer satisfaction
- The results can go straight to your bottom line

On the other hand, a poor technology strategy can create just as many problems as it solves. Some of those problems will become lost opportunities and a few bucks saved becomes thousands lost.

In other words, I.T. can be a driving factor for revenue or the invisible hands holding back your entire enterprise. The following are the five most common factors that hinder auto dealers, as well as what you can do about them!

WIRELESS
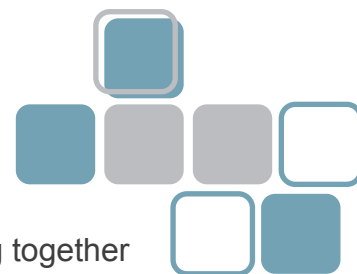
Is your dealership still running on several residential grade wireless routers strung together to provide WiFi internet? If so, you're definitely being held back by your technology!

OLD

NEW

Today's wireless demands are double what they were just five years ago, and the average broadband speed going into businesses across the board has doubled in roughly three years!

Fixed internet speeds (in Mbps), 2018-2023

Region	2018	2019	2020	2021	2022	2023	CAGR (2018–2023)
North America	56.6	70.1	92.7	106.8	126.0	141.8	20%

Cisco Systems equipment, through which much of the world's internet flows, estimates that internet connected devices will increase at the rate of almost 20% per year! & your Wifi system needs to be able to keep up.

PROJECTED GROWTH 2018-2023

Billions of Connections

Year	Billions of Connections
2018	6.1
2019	7.4
2020	8.9
2021	10.6
2022	12.5
2023	14.7
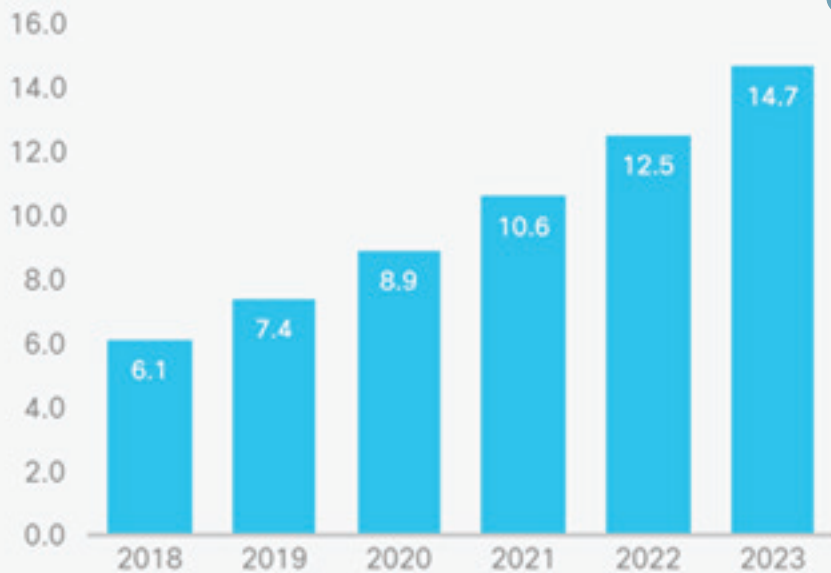
WiFi is about far more than providing something for your customers to use to browse social media in the waiting area and connecting an occasional low bandwidth tool for the service department.
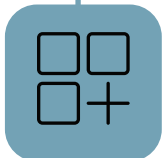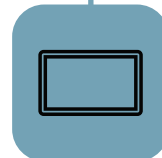WiFi is utilized for:

- Vehicle computer system updates
- Third-party service applications
- Mobile tablets for sales
- Employee and customer cell phones
- & Many sales tools like virtual car tour systems and the grove glove
- Laptops for service technicians
- Lounge room T.V.'s

Today's dealership wireless systems must be able to handle 100+ devices and a home grade residential router or an old business grade WiFi system just isn't up to the challenge. WiFi coverage "on the lot" has now become the norm. A wireless system evaluation can tell you exactly where you stand and if this critical need is holding you back!

PHONES
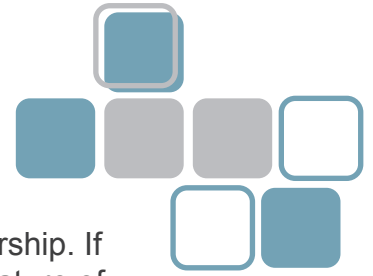
Today's phone systems are built to handle the specialized needs of an auto dealership. If your system is over five years old, odds are the most technologically advanced feature of it is voicemail or an LED screen. You could be missing out on amazing new features that come with having a smartphone on your desk!

Desk phones can be synced up to ring simultaneously with incoming cell phone calls, and voicemails can be translated from voice to text and sent via email. With most providers, you can arrange call center functions that allow BDC managers to train employees by listening in on sales calls and covertly helping via headsets or ear pieces so only the agent can hear. Couple these with the ability to scale up and add phones to the system within a day and you've got a system set to grow with you and your business. Since most of a dealership's first contact with potential customers comes from something as simple as a phone call, this is one technological area you really can't afford to ignore!
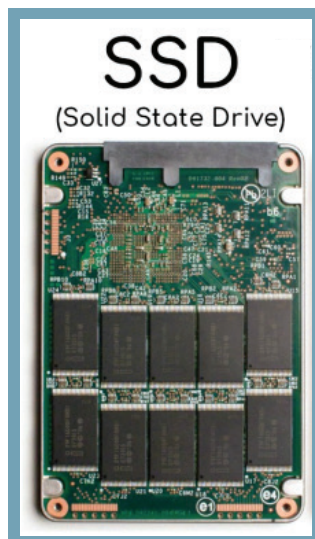
COMPUTERS

Desktop computers are still the workhorses of business. All systems should be on Windows 10. All previous versions of Windows operating systems have been discontinued and are now considered a security risk. Additionally, most software developers are removing support for the old legacy systems. Computers should be business class systems with "solid state" hard drives, which means they should not have moving parts inside. Some computers are excellent candidates for a hard drive upgrade that can save you hundreds while breathing new life into older machines.
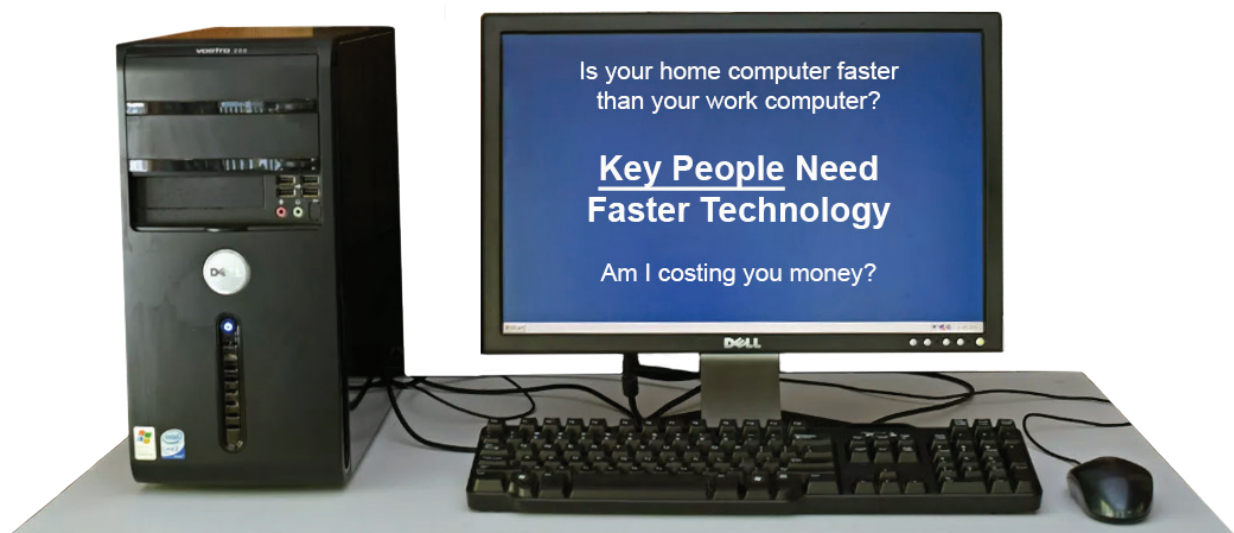

HDD
(Hard Disk Drive)

OLD

SSD
(Solid State Drive)

NEW

Slow computers can interrupt the flow of a sale and hold back the best of salespeople. Solid state hard drives can lengthen the lifespan of a computer significantly since they run from 10 to 15 times faster than hard disk drives. Picture this: an F&I manager is ready to close a deal with a customer, but the computer is loading so slowly that they have to stoop to awkward conversation while glancing at their screen to check progress. In years past, this was unavoidable with hard disk drives, but with a solid state hard drive, those minutes are mere seconds and you're closing a deal instead of asking the customer how they're liking the weather today!

Is your home computer faster than your work computer?

Key People Need Faster Technology

Am I costing you money?

WINDOWS 7
END OF LIFE
JANUARY 14, 2020

Windows 7 is
6 TIMES
more likely than Windows 10 to be infected by malware

REACTIVE PROBLEM SOLVING

"An ounce of prevention is worth a pound of cure."
-Benjamin Franklin

Waiting for things to break is a recipe for disaster. This is especially true in the highly competitive world of car sales, or, as any car owner will tell you, anything to do with a car at all!

According to Cox Automotive, only 6% of buyers purchase from a dealer because of dealer name/brand recognition. The average buyer makes a purchase within 30 days, and with such a tight time frame, you very rarely get a second chance. In the same report, Cox Automotive finds paperwork to be the #1 frustration for car buyers. Couple that with slow or even defective technology and your "done deal" can become an "I'm done!!" deal in no time.

We understand that to seal the deal, everything must go according to plan. Lost deals and transactions that go sour are one of the worst ways technology can hold you back.

WHO YOU GONNA CALL?
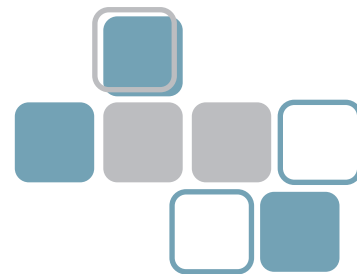
When the specter of faulty tech pops up first thing in the morning or late at night, do you have support who answers right away? Some dealerships rely on individual specialists who often have so many other clients that they're stretched too thin to respond to an emergency, or they lack the tools to professionally manage your IT department. Individuals can get sick, go on vacation, or even quit! If your entire operation's ability to function relies on just one person, it's a disaster waiting to happen. If you don't have the budget for an employee team of IT professionals, or if you have a general service IT company backing you up, you're in a position to lag behind your competitors. Being the last in line of your IT Company's priorities can hold you back much more than the other ways we've previously discussed; But it doesn't have to be that way… you should always be a priority!

Our team brings a high degree of expertise, capability, and the high availability of a group to your enterprise. You will receive personalized service without a risk of a one-man show. We're available when you're open: in person, over the phone, and on your PC. Our help desk is manned by the same helpful techs that handle your work on-site, not some foreign call center.
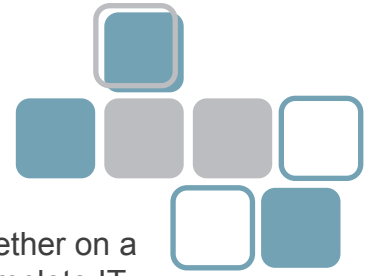
At Northrock, we understand dealerships often start life with an IT system put together on a shoestring budget. We begin our personalized service for you by performing a complete IT evaluation and, if necessary, can put together a strategy to provide for immediate needs and support while building a solid foundation for seamless growth. We uniquely understand dealership IT and our founding partner has been involved in automotive-specific IT for over 25 years.
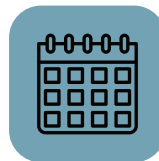
Schedule your appointment

We'll evaluate your needs

Leave the I.T. to us and
WATCH YOUR SALES SOAR!

Schedule your free, no cost evaluation at www.northrocktech.com or call: 832.620.0478

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